## **ORDER**

Orders Order / Rev: 726617 06402595 Alt Order #: **CROSSROADS GPS** Product Desc: **KARE** Estimate: 1344 Flight Dates: 11/02/12 - 11/05/12 Primary AE: Jim Quinn Sales Office: Original Date / Rev: 11/02/12 / 11/02/12 T-PHI Order Type: Political Sales Region: NAT Crossroads Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 66 Canal Center Plaza Suite 500 EOM/EOC Agency Commission: Alexandria, VA 22314 15% **Crossroads GPS** Advertiser Name: A35+ New Business Thru: Demographic: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	44	\$212,100.00	\$180,285.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	44	\$212,100.00	\$180,285.00	0.00
Totals	44	\$212,100.00	\$180,285.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	26%	\$212,100.00
Market	100%	\$815,769.23

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	28%	\$228,415.38
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	11%	\$89,734.62
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$285,519.23
WFTC	0%	\$0.00

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KARE

Order / Rev: 726617

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Advertiser: Crossroads GPS

Alt Order #: 06402595

Product Desc: CROSSROADS GPS

Flight Dates: 11/02/12 - 11/05/12 Estimate: 1344

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time [	ays	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
E 1 KARE	11/02/1	2 11/02/12	M-F 10-1035p	CM	KARE News	10p	F	:30	1\$11,000.00 P-1	0.00 NM	1	\$11,000.00
KARE 11	I NEWS		KARE News 10p									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	F		\$11,000.00	0.00						
E 2 KARE	11/02/1	2 11/02/12	Tonight Show Tonight Show	CM	1035pm-113	35pm	F	:30	1 \$2,600.00 P-1	0.00 NM	1	\$2,600.00
TONIGH	T SHOV	V	Tomgin Chon									
	t Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate COO CO	Rating						
Week: 10/2 E 3 KARE		11/04/12	Late Night	CM	\$2,600.00 1135pm-123	0.00 35xm	F	:30	1 \$1,000.00 P-1	0.00 NM	1	\$1,000.00
2 0 10	11/02/1	2 11/02/12	Late Night NBC	O.M.	1100pm 120	, oan	•	.00	. 41,000.001	0.00 14111		ψ1,000.00
		MY FALLON		0	Б.,	5 ·:						
Star Week: 10/2	t Date 9/12	End Date 11/04/12	Weekdays F	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 4 KARE			Last Call	CM	1235xm-105		F	:30	1 \$400.00 P-1	0.00 NM	1	\$400.00
0.500			Last Call w/ Carse	on Daly								
CARSON Start	N DALY t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	F	1	\$400.00	0.00						
E 5 KARE	11/05/1	2 11/05/12	M-F 430-5A	CM	430-5a	M-		:30	1 \$125.00 P-1	0.00 NM	1	\$125.00
KARE 11	I CHNDI	SE 430AM	M-F 430-5a									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M	1	\$125.00	0.00						
E 6 KARE	11/02/1	2 11/02/12		CM	630pm-7pm		F	:30	1 \$11,000.00 P-1	0.00 NM	1	\$11,000.00
ENTERT	AINME	NT TONIGH	Entertainment To T	nignt								
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	F		\$11,000.00	0.00						
E 7 KARE	11/02/1	2 11/02/12	Pri Prime DATELINE	CM	9-10P (9:00 PM-10		F	:30	1 \$8,000.00 P-1	0.00 NM	1	\$8,000.00
DATELIN	ΝE		2711 = 2.111		(0.001 10	,						
	t Date	End Date	<u>Weekdays</u> F	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2 E 8 KARE		11/04/12 2 11/05/12		CM	\$8,000.00 1P-2P	0.00 M-		:30	1 \$600.00 P-1	0.00 NM	1	\$600.00
		2 11/00/12	Rachel Ray	O.M.		111		.00	. φοσοίσοι ι	0.00 14111		φοσο.σσ
RACHAE	_	End Data	We aldere	Cnoto/Mook	Doto	Doting						
Week: 11/0	<u>t Date</u> )5/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$600.00	Rating 0.00						
E 9 KARE	11/05/1		M-F 10-1035p	CM	KARE News	10p M-		:30	1 \$11,000.00 P-1	0.00 NM	1	\$11,000.00
KADE 11	I NIEWO		KARE News 10p									
KARE 11 Star	i N⊑wo t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M		\$11,000.00	0.00						
E10 KARE	11/05/1	2 11/05/12		CM	10-11a	M-		:30	1 \$500.00 P-1	0.00 NM	1	\$500.00
TODAY :	SHOW 3	3	M-F 10-11a									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M	1	\$500.00	0.00						
E11 KARE	11/05/1	2 11/05/12	Tonight Show Tonight Show	CM	1035pm-113	35pm M-		:30	1 \$2,600.00 P-1	0.00 NM	1	\$2,600.00
TONIGH	T SHOV	V	. orngin orlow									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M M-F 11-1130a	CM	\$2,600.00 11-1130a	0.00 M-		:30	1 \$350.00 P-1	0.00 NM	1	\$350.00
LIZ NANE	1 1/UU/ I	L 11/00/12	KARE 11 News @		(11:00 AM-1			.50	i \$550.00 P-1	U.UU INIVI	'	ψ550.00
KARE 11					` _	·						
Star Week: 11/0	t Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 13 KARE				CM	1130a-12p			:30	1 \$1,200.00 P-1	0.00 NM	1	\$1,200.00
					•						•	

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KARE

Order / Rev: 726617

Advertiser:

Crossroads GPS

Alt Order #: 06402595

CROSSROADS GPS Product Desc:

Flight Dates: 11/02/12 - 11/05/12

Estimate: 1344

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime [	Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
			M-F 1130a-12p Jeopardy									
JEOPA										ı		
Sta Week: 11/	rt Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E14 KARE			Late Night	CM	1135pm-123			:30	1 \$1,000.00 P-1	0.00 NM	1	\$1,000.00
LATENI	IGHT JIM	1MY FALLOI	Late Night NBC									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M		\$1,000.00	0.00						
E15 KARE	11/05/1	2 11/05/12	Last Call w/ Carso	CM on Daly	1235xm-105	xm M-		:30	1 \$400.00 P-1	0.00 NM	1	\$400.00
CARSC	N DALY		Eddi Gaii W/ Gaio	on Daiy								
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 11/ E16 KARE		11/11/12	Days of Our Lives	CM	\$400.00 12-1p	0.00 M-		:30	1 \$800.00 P-1	0.00 NM	1	\$800.00
L TO TORKE	11/03/1	2 11/03/12	Days of Our Lives		12-16	111		.50	1 \$600.001-1	0.00 14101		ψουσ.σσ
	OF OUR				<b>-</b> .	5						
Sta Week: 11/	rt Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
E 17 KARE			M-F 2-3p	CM	2P-3P			:30	1 \$700.00 P-1	0.00 NM	1	\$700.00
THE DO	207000		The Doctors									
	OCTORS ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	1	\$700.00	0.00						
E18 KARE	11/05/1	2 11/05/12	M-F 3-4p	CM	3-4p	M-		:30	1 \$1,600.00 P-1	0.00 NM	1	\$1,600.00
DR. OZ			M-F 3-4p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M		\$1,600.00	0.00						
E 19 KARE	11/05/1	2 11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-		:30	1 \$2,000.00 P-1	0.00 NM	1	\$2,000.00
KARE 1	I1 NEWS	;	TOTAL TI TIVEWS									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/ E20 KARE		11/11/12	M M-F 430-5A	CM	\$2,000.00 430-5a	0.00		:30	1 \$125.00 P-1	0.00 NM	1	\$125.00
L ZU NANL	1 1/03/1	2 11/03/12	M-F 430-5A	Civi	450-5a	IVI-		.30	Ι φ125.00 Ε-1	U.UU INIVI	· '	φ125.00
		ISE 430AM										
Sta Week: 11/	rt Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$125.00	Rating 0.00	1					
E21 KARE			M-F 5-6a	CM	5-6a			:30	1 \$700.00 P-1	0.00 NM	1	\$700.00
			KARE First Editio	n M-F								
	I1 SUNR ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	1	\$700.00	0.00						
E 22 KARE	11/05/1	2 11/05/12	M-F 6-7a	CM	6-7a	M-		:30	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
KARF 1	I1 SUNR	ISE 6AM	KARE 11 Sunrise	M-F								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	1	\$4,000.00	0.00						
E 23 KARE	11/05/1	2 11/05/12	M-F 630-7p Entertainment To	CM	630pm-7pm	M-		:30	1 \$11,000.00 P-1	0.00 NM	1	\$11,000.00
ENTER	TAINME	NT TONIGH		ıngııı								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M		\$11,000.00	0.00		-20	1 \$2 600 00 0	0.00 NM	4	¢3 600 00
EZ4 NAKE	1 1/05/1	Z 11/U3/12	Today Show Today Show	СМ	7-9a	IVI-		:30	1 \$3,600.00 P-1	U.UU INIVI	1	\$3,600.00
	SHOW		·	_								
Sta Week: 11/	rt Date /05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$3,600.00	Rating 0.00						
E 25 KARE			272	CM	7P-9P			:30	1 \$22,000.00 P-1	0.00 NM	1	\$22,000.00
				-		-		-	. ,		•	. ,

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KARE

Order / Rev: 726617

Alt Order #:

Advertiser: Crossroads GPS

> CROSSROADS GPS Product Desc:

Flight Dates: 11/02/12 - 11/05/12

06402595

Estimate: 1344

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
			Mon Prime THE VOICE		(6:58 PM-9:	00 PM)						
THE VO											•	
Sta Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$22,000.00	Ratin 0.0						
E 26 KARE			M-F 9-10a	CM	9-10a		<u>Л</u>	:30	1 \$1,000.00 P-1	0.00 NM	1	\$1,000.00
			M-F 9-10a			_	-		* *,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			* 1,222.22
	SHOW:		Maakdaya	Cnoto/Mook	Doto	Dotin	~				i	
Week: 11/	rt Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,000.00	Ratin 0.0					i	
E 27 KARE	11/05/1	2 11/05/12	Mon Prime	CM	9P-10P	1	И	:30	1\$12,000.00 P-1	0.00 NM	1	\$12,000.00
DEVO	LITION		REVOLUTION		(9:00 PM-10	0:00 PM	)				ĺ	
REVOL Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a					
Week: 11/		11/11/12	M		\$12,000.00	0.0	_				į	
E 28 KARE	11/03/1	2 11/03/12	KARE News 10p		10pm-1030	pm -	S-	:30	1\$11,000.00 P-1	0.00 NM	1	\$11,000.00
KARF 1	I1 NEWS	<b>;</b>	KARE News 10p	Sa							i	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g				i	
Week: 10/		11/04/12	S-	1	\$11,000.00	0.0	00					
E 29 KARE	11/03/1	2 11/03/12	Saturday Night Li Saturday Night L		Saturday N	ight Liv⊦	S-	:30	1 \$11,000.00 P-1	0.00 NM	1	\$11,000.00
SATUR	DAY NIC	HT LIVE	Saturday Nigrit L	ive							i	
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_				İ	
Week: 10/		11/04/12	S-		\$11,000.00	0.0			4	0.00 NIM		<b>#</b> 0.000.00
E30 KARE	11/03/1	2 11/03/12	Sat 5-530p KARE 11 5 News	CM s Sa	KARE 11 5	News :-	5-	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
KARE 1	I1 NEWS	3		. •							i	
Sta Week: 10/	rt Date	End Date 11/04/12	Weekdays	Spots/Week 1	Rate	Ratin 0.0						
E 31 KARE				CM	\$3,000.00 KARE 11 6			:30	1 \$4,500.00 P-1	0.00 NM	1	\$4,500.00
			KARE 11 6 News					.00	Ψ,,σσσ.σσ.	0.00		Ψ 1,000.00
	I1 NEWS		Ma aladaya	Ca ata ///a ala	Data	Datia	_				i	
Sta Week: 10/	rt Date /29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$4,500.00	Ratin 0.0	_				i	
E32 KARE			Sat 630-7p	CM	Sat 630-7p		S-	:30	1 \$3,400.00 P-1	0.00 NM	1	\$3,400.00
MININIT		DUND	MN Bound								i	
_	SOTA BO	End Date	Weekdays	Spots/Week	Rate	Ratin	a				i	
Week: 10/		11/04/12	S-		\$3,400.00	0.0						
E33 KARE	11/03/1	2 11/03/12	Breeders' Cup We		Breeders' C	•	S-	:30	1 \$2,000.00 P-1	0.00 NM	1	\$2,000.00
BREED	FRS CU	P 11/03/12	Breeders' Cup W	orld Thorough	ぱ6:58 PM-8:	00 PM)					i	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g				i	
Week: 10/		11/04/12	S-	1	+ ,	0.0					İ	
E34 KARE	11/03/1	2 11/03/12	Sat 8-10a KARE 11 Saturda	CM	8-10a	-	S-	:30	1 \$2,700.00 P-1	0.00 NM	1	\$2,700.00
KARE 1	I1 NEWS	SAT	NAKE 11 Salulua	ау							i	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_				i	
Week: 10/ E35 KARE		11/04/12	S-	CM	\$2,700.00	0.0	00 S-	:30	4	0.00 NIM		<b>#2.000.00</b>
E 35 NAKE	1 1/03/1	2 11/03/12	ANIMAL PRACT		8P-9P (8:00 PM-9:		3-	.30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
ANIMAI	L PRACT	TICE / GO Of			`	,					ĺ	
Sta Week: 10/	rt Date	End Date	Weekdays S-	Spots/Week	Rate	Ratin 0.0						
E 36 KARE		11/04/12 2 11/03/12		CM	\$3,000.00 9P-10P		S-	:30	1 \$4,200.00 P-1	0.00 NM	1	\$4,200.00
			LAW & ORDER	O	(9:00 PM-10				,	3.33 1111		ψ·,=00.00
	ORDER:		Market	Omata NAL	<b>5</b> .	<b>5</b>	_					
Sta Week: 10/	rt Date /29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$4,200.00	Ratin 0.0						
E 37 KARE				CM	Post NFL L			:30	1\$11,000.00 P-1	0.00 NM	1	\$11,000.00
											•	

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Order / Rev: 726617

Advertiser:

Crossroads GPS

Alt Order #:

06402595

Product Desc:

CROSSROADS GPS

Flight Dates:

11/02/12 - 11/05/12

Estimate: 1344

KARE

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
			Post NFL Late Ne		(10:30 PM-1	11:05 PM)						
KARE '	11 NEWS	3			`	,					_	
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	S		\$11,000.00	0.00						
E38 KARE	11/04/1	2 11/04/12	MN Bound	CM	MN Bound		S :30	1	\$3,500.00 P-1	0.00 NM	1	\$3,500.00
MININIT	COTA DO	OLIND.	MN Bound									
	SOTA BO	-	Weekdays	Spots/Week	Poto	Rating						
Week: 10		End Date 11/04/12	S		Rate \$3,500.00	0.00					ł	
E39 KARE			Chris Matthews M		1130A-12P		S :30	1	\$1,000.00 P-1	0.00 NM	1	\$1,000.00
LOO TOTAL	11/0-1/1	2 11/04/12	Chris Matthews S	-			5 .00		ψ1,000.001 1	0.00 14101		Ψ1,000.00
CHRIS	MATTHE	EWS				,						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	S	1	\$1,000.00	0.00						
E40 KARE	11/04/1	2 11/04/12	Sun 5-530p	СМ	KARE 11 5	News (	S :30	1	\$5,100.00 P-1	0.00 NM	1	\$5,100.00
			KARE 11 5 News	Su								
	11 NEWS											
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 10		11/04/12			\$5,100.00	0.00	C 00		Фо 000 00 D 4	0.00.1114		<b>A</b> O 000 00
E41 KARE	11/04/1	2 11/04/12	•		6P-715P		S :30	1	\$6,600.00 P-1	0.00 NM	1	\$6,600.00
FTBAL	L/AMERI	CA 2012	Football Night in	America	(6:00 PM-7:	15 PIVI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					Ī	
Week: 10		11/04/12	S			0.00					Ī	
E 42 KARE	11/04/1	2 11/04/12	NFL Regular Sea	son Fo@M	715P-1030	P	S :30	15	\$18,000.00 P-1	0.00 NM	1	\$18,000.00
			NFL Regular Sea		(7:15 PM-10	0:30 PM)			•			
NFL SN	NF 11/04/	12 WK9 DAI	LAS @ ATLA									
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10	0,	11/04/12	S		\$18,000.00	0.00						
E 43 KARE	11/04/1	2 11/04/12		СМ	8-9a		S :30	1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
CLIND	\\ <b>T</b> OD 4	V	NBC Today Show	v (Su)								
	AY TODA		Mookdovo	Cnoto ///ook	Doto	Dating						
Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week	Rate \$1,800.00	Rating 0.00					ł	
E 44 KARE				CM	9-10a		S :30	1	\$9,000.00 P-1	0.00 NM	1	\$9,000.00
L 44 TOTAL	11/0-7/1	2 11/04/12	Meet the Press	Olvi	J-10a		5 .00		ψ5,000.001 -1	0.00 14101		ψ5,000.00
MEET	THE PRE	SS										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	S	1	\$9,000.00	0.00						

Totals 44 \$212,100.00